



Whitewater CDA - Minutes
Monday, March 28, 2011
4:30 PM – CDA Board of Directors
1st Floor Community Room - 312 W Whitewater Street
Whitewater, WI 53190

1. Call to order and roll call

Tom Miller called the meeting to order at 4:30PM.

Present: Jim Allen, Jeff Knight, Alan Marshall, Tom Miller, Patrick Singer (@4:35PM)

Absent: Jim Stewart

Others Present: Kevin Brunner, Mary Nimm, Jim Caldwell, Bud Gayhart, Mike Vandenbosh

2. Approval of the Agenda

Al Marshall motioned to approve the agenda. Allen seconded.

Ayes: Allen, Knight, Marshall, Miller

Nays: None

Absent: Stewart, Singer

3. HEARING OF CITIZEN COMMENTS. *No formal CDA Action will be taken during this meeting although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time.*

4. Approval of the February 28, 2011 Minutes

Al Marshall motioned to approve the Minutes. Allen seconded.

Ayes: Allen, Knight, Marshall, Miller

Nays: None

Absent: Stewart, Singer

5. Discussion and Possible Action on Proposal for Listing of the Business Park Vacant Parcels for Sale with MLG Commercial

Vytaus Barcus, bringing to the CDA an unsolicited proposal, expressing MLG's interest in helping with the sales of the Whitewater Business Park. Mr. Barcus noted that MLG has the ability to use GIS to aid employers in decision making. MLG will put up signage, produce and distribute info brochure sheets, noted the importance of getting the word out and make property known world-wide. Mr. Barcus also noted that larger companies will have broker representation as they search for business locations. MLG will use several web locations to list property. MLG has approx 325 offices around the world.

Knight – CDA has not solicited an RFP for such services. I don't see a price – exclusive, co-broke?

Barcus – typically we charge commission and split with other brokers – either a percentage or flat fee based on the sale. Didn't want to presume anything, just wanted you to be aware we exist.

6. Review of City Municipal Code, Chapter 2.48 Industrial Development Commission

Singer – CDA was created in the charter ordinance – why are we dealing with this? Don't need this, check with Wally?

Brunner – City Attorney believes there are a number of items not included in the Charter Ordinance, for example, Staff, Rules. We could ask Attorney to compare with Charter Ordinance.

Singer – composition of authority? Appointment and compensation?

Knight – eliminating Commission?

Brunner noted that he would work with Attorney McDonell.

7. Housing Subcommittee Report

Knight – the subcommittee met recently with Telfer, Rios, Brunner and Kashain. Kashain from UW-W will have a proposal looking at housing issues in City. First item to consider in study, is what's in decisions (last 10-12 years) of employees on where they live. Looking for help with joint marketing effort and looking for the gap. Market analysis to show housing stock – where we might target development, and what's the cost to provide services back to the community for new homes. Use the study as a planning tool. Focus will also be on how we make sure employees have housing stock available. Open meeting, encourage everyone to attend.

Jim Allen – next meeting?

Miller – property owners are reacting to notices. We were able to move quickly so we are ready for the fall (2011).
Knight – Parker and McDonell have done a great job of working together.

8. CDA Coordinator Updates

a. Retention Visits

Nimm noted that during the month of March, the Retention Team visited with Executives at Trostel Packings and iPacesetters. On March 7th calls were placed and voice messages were left requesting Retention Visits with these businesses:

HUSCO

Golden State Foods

Generac

Universal Electronics

Polymer Tech

None of those listed, returned my phone calls. I am working with the Retention Team to coordinate schedules, so that I may call again requesting a visit.

b. WUP 0033 & WSS 00060 – North Jefferson Street

i. Appraisal Status

Nimm noted that LA Duesterbeck has been hired and a contract is in place to conduct the appraisal.

ii. Brownfield Status

Nimm noted that she is working with Public Works, Strand, Ayres and Wall McDonell to assemble the information necessary to submit the forms to the Wisconsin DNR.

iii. RFP for Listing Agents –

Nimm included a draft RFP for the solicitation of brokers to list the property and was seeking advice on whether or not to include a request for experience selling a “closed Brownfield” site and if she needed to include references.

Knight – stated that the CDA has too much time and money in the property already. There isn't a need to invest this kind of time. It makes most sense to co-broke with two local realtors.

Allen – what \$\$\$ does the City have in the property?

Marshall – try local brokers

Allen – remembering last meeting, made a promise we'd keep the community informed

Brunner noted that a meeting would be scheduled with the two local brokers.

c. Crop Lease for Whitewater Business Park/Whitewater University Technology Park

Nimm noted The lease payment for the Crop Lease properties will remain at \$140 per acre for 42 acres for the 2011 season (73 acres +/- in 2010). With the infrastructure improvements (two new cul-de-sacs, multi-use trail and ponds) to the Technology Park, the farmer lost a significant amount of crop late last season and, with improvements to be completed this season, it has been agreed that the farmer will crop vacant properties in the Technology Park at “Risk” of potentially losing crop, but at no charge to the farmer. The 42 acres represents the vacant farmed parcels in the business park north of Innovation Drive and south of Enterprise Drive.

Knight – what is the rent rate?

Nimm - \$140/acre as part of the 3-year lease. We are in year 2 of the lease.

d. Attendance at upcoming International Council of Shopping Centers Idea Exchange Conference in Milwaukee

Nimm noted on April 7th, she will be attending the ICSC Conference in Milwaukee with Tamara Brodnicki, Director for Downtown Whitewater and Mike Vandenbosh, Director for Walworth County Economic Development Alliance. It is our intention to divide and conquer during the break-out sessions and to team-up during the Municipal Showcase. We will have the opportunity to display marketing materials relevant to the potential for retail development in Whitewater. I have contacted the Real Estate Agents listing retail properties in Whitewater, both buildings and vacant lands, requesting updated listing sheets for distribution.

9. EDA Project No 06-01-05479 Updates

a. Reimbursement Requests

Nimm noted that as of the meeting date, and following a day at the EDA in the Chicago Offices, the City has received payment for reimbursement requests 1, 2, 3 & 4 and has been reimbursed \$3,103,146.

Reimbursement request #5 shall be sent to the EDA at the end of the March to be processed by EDA the first week in April

b. **Enhancement Requests**

Nimm noted that during the meeting in Chicago and as a follow-up, the City has requested the following Enhancement Requests to the EDA:

- i. Innovation Center Shell Build-Out
- ii. Innovation Center Lab Build-Out
- iii. Monument Signs
- iv. Starin Road Enhancements
- v. Other Infrastructure Enhancements

c. **MOU – Tech Park Board and University of Wisconsin-Whitewater**

Brunner – approved in April by TPB. After that, negotiate a long-term agreement.

d. **Tenant Status -**

Brunner – first private tenant approved, moving in with April 1st as first lease date.

Singer – are we getting the \$20 sq ft?

Brunner – a few months of free rent/incentive was needed to get them into the building.

Knight – when sources and uses were done, there were potential enhancements in funding, without those there needs to be a strong agreement so that the CDA can break-even on the property.

10. Future Agenda Items

Singer - Bring Closed Session item to the April meeting.

11. Adjourn to closed session at approximately 6:00PM not to reconvene per Wisconsin State Statutes 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the government body has jurisdiction or exercises responsibility and Per Wisconsin Statute 19.85 (1)(e).

a. Performance Review - CDA Coordinator

Closed Session moved to next CDA meeting.

Respectfully Submitted,

*Mary S Nimm
CDA Coordinator*